



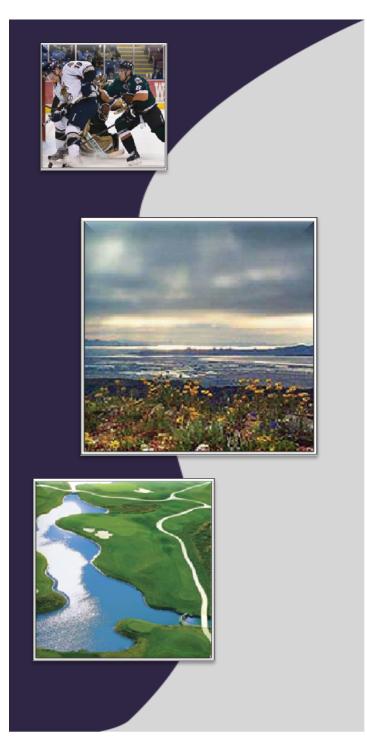
RESEARCH GROUP

Survey of West Valley City Residents

2009

Executive Summary & Report

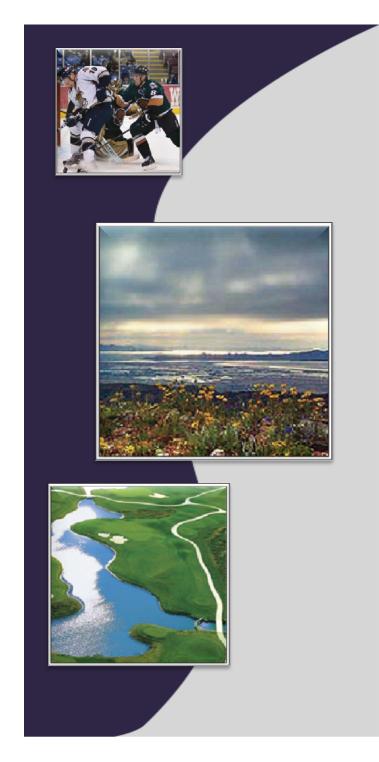






Experience







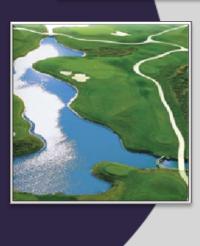
Research Objectives

Present and historical trends of residents perception of West Valley City's departments, resources, and services











Research Procedures

Language:

Spanish

English and

Sample Universe: 1) WVC Residents

2) Age18+

Sample: 526 interviews

Margin of Error: ±4.3%



Question 1:

First of all, I need to verify that you are a resident of West Valley.



Yes 100%





Satisfaction with West Valley City



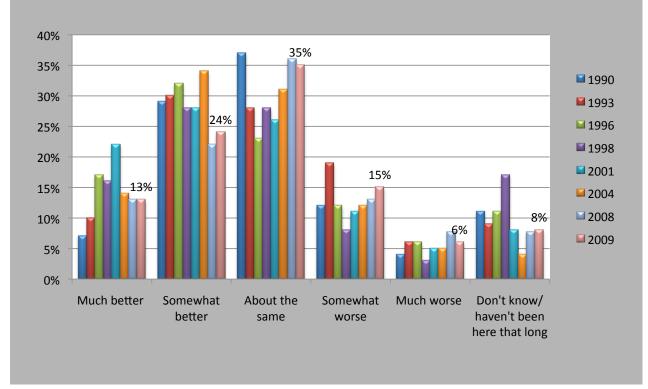


Question 2:

How would you rate West Valley City today compared to five years ago?



	1990	1993	1996	1998	2001	2004	2008	2009
Much better	7%	10%	17%	16%	22%	14%	13%	13%
Somewhat better	29%	30%	32%	28%	28%	34%	22%	24%
About the same	37%	28%	23%	28%	26%	31%	36%	35%
Somewhat worse	12%	19%	12%	8%	11%	12%	13%	15%
Much worse	4%	6%	6%	3%	5%	5%	8%	6%
Don't know/haven't been here that								
long	11%	9%	11%	17%	8%	4%	8%	8%



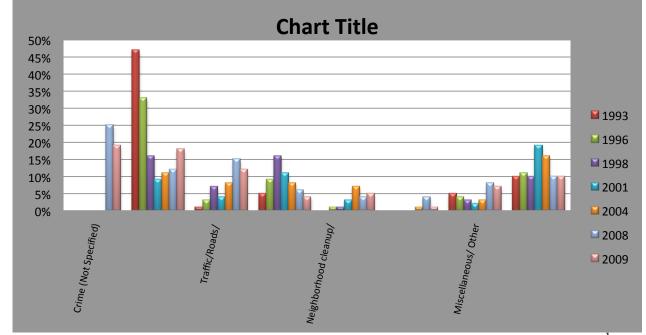


Question 3:

What would you consider to be the most important issue facing West Valley City today?



	1990	1993	1996	1998	2001	2004	2008	2009
Crime (Not Specified)							25%	19%
Gangs		47%	33%	16%	9%	11%	12%	16%
Traffic/Roads/ Transportation		1%	3%	7%	4%	8%	15%	12%
Population issues/growth		5%	9%	16%	11%	8%	6%	4%
Neighborhood cleanup/ clean up streets and								
houses/ building maintenance Economic developments/ Economy/			1%	1%	3%	7%	4%	5%
Revitalized Downtown/ more businesses						1%	4%	1%
Miscellaneous/Other		5%	4%	3%	2%	3%	8%	7%
Don't Know		10%	11%	10%	19%	16%	10%	10%



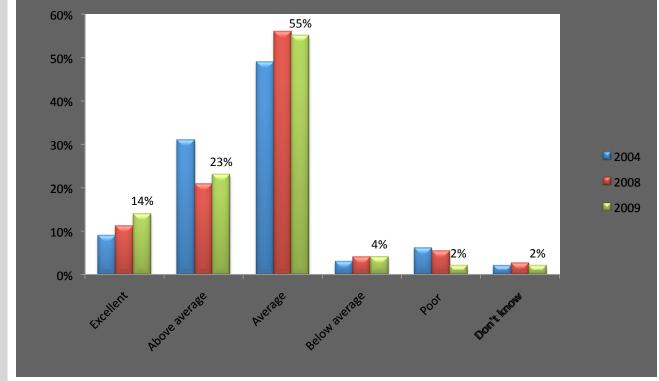


Question 4:

How would you rate the overall level of service provided to you by West Valley City?



	2004	2008	2009
Excellent	9%	11%	14%
Above average	31%	21%	23%
Average	49%	56%	55%
Below average	3%	4%	4%
Poor	6%	5%	2%
Don't know	2%	3%	2%



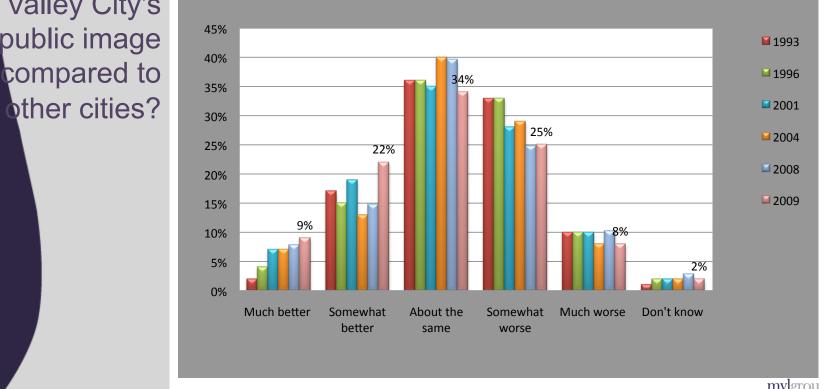


Question 5:

In your opinion, how would you rank West Valley City's public image



	1990	1993	1996	1998	2001	2004	2008	2009
Much better	N/A	2%	4%	N/A	7%	7%	8%	9%
Somewhat better		17%	15%		19%	13%	15%	22%
About the same		36%	36%		35%	40%	40%	34%
Somewhat worse		33%	33%		28%	29%	25%	25%
Much worse		10%	10%		10%	8%	10%	8%
Don't know		1%	2%		2%	2%	3%	2%

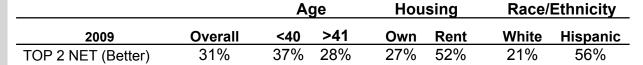


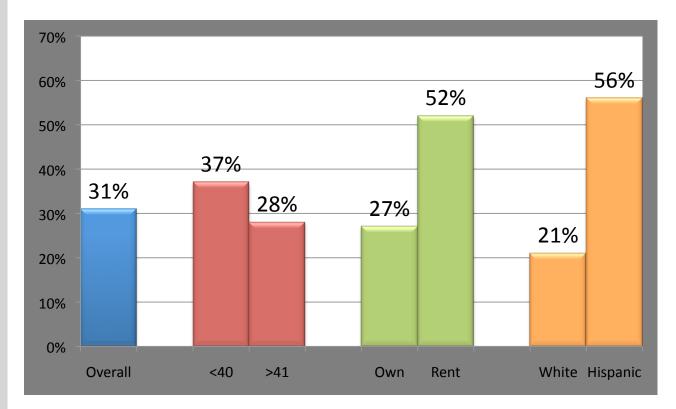


Question 5:

DISCOVERY
RESEARCH GROUP

In your opinion, how would you rank West Valley City's public image compared to other cities?





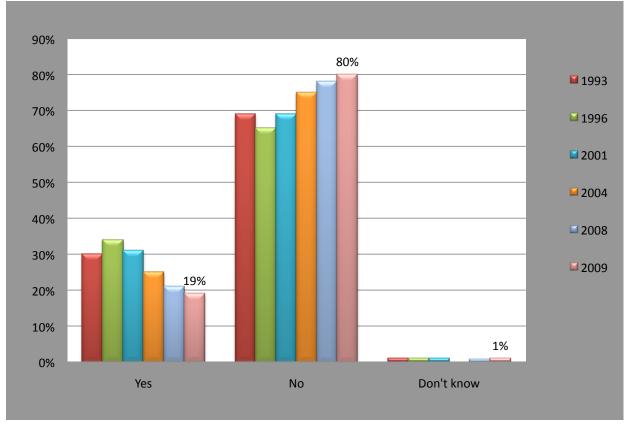


Question 6:

During the past three months have you contacted West Valley City for any reason?



	1990	1993	1996	1998	2001	2004	2008	2009
Yes	N/A	30%	34%	N/A	31%	25%	21%	19%
No		69%	65%		69%	75%	78%	80%
Don't know		1%	1%		1%	0%	1%	1%



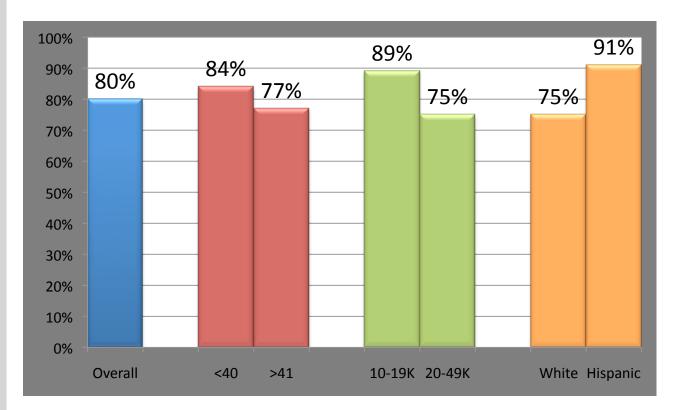


Question 6:



During the past three months have you contacted West Valley City for any reason?

		Age		Income		Race/	Ethnicity
2009	Overall	<40	>41	10-19K	20-49K	White	Hispanic
No	80%	84%	77%	89%	%	75%	91%



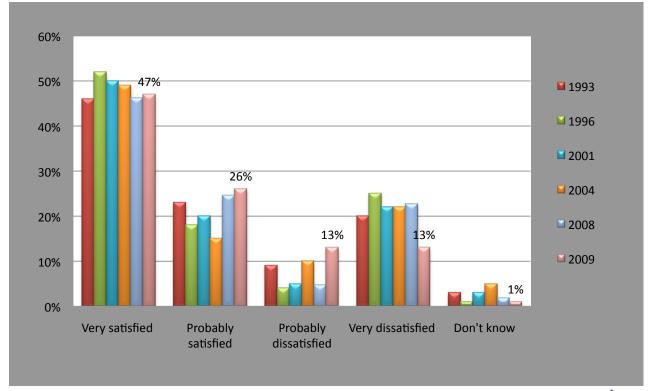


Question 7:

DISCOVERY

Were you generally satisfied or dissatisfied with the city's response?

HAVE CONTACTED WEST VALLEY CITY		1993:	1996:		2001 :	2004 :	2008 :	2009 :
IN PAST 3 MONTHS	1990	N=184	N=168	1998	N=123	N=101	N=106	N=102
Very satisfied	N/A	46%	52%	N/A	50%	49%	46%	47%
Probably satisfied		23%	18%		20%	15%	25%	26%
Probably dissatisfied		9%	4%		5%	10%	5%	13%
Very dissatisfied		20%	25%		22%	22%	23%	13%
Don't know		3%	1%		3%	5%	2%	1%



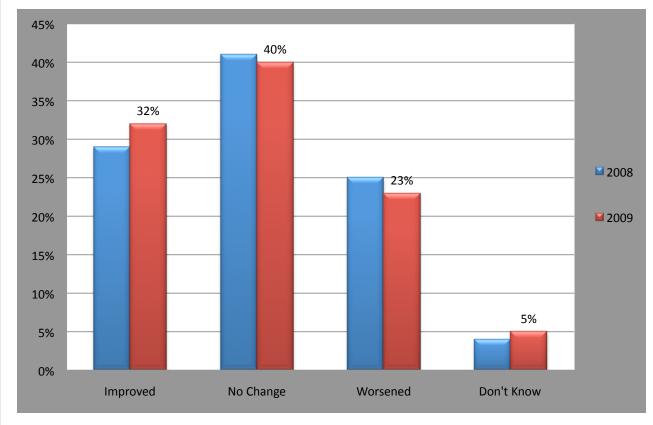


Question 8:

years, has the overall condition and appearance of your neighborhood...



	2008	2009
Improved	29%	32%
No Change	41%	40%
Worsened	25%	23%
Don't Know	4%	5%



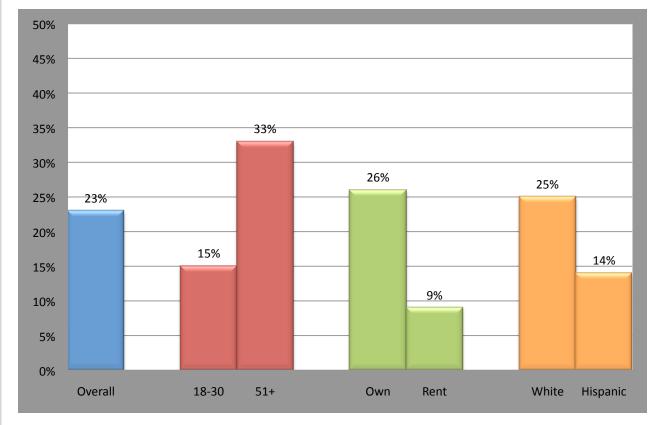


Question 8:

h the past <u>five</u> years, has the overall condition and appearance of your neighborhood...



		<u>Aç</u>	Age Housing Race/		Housing		<u>Ethnicity</u>
2009	Overall	18-30	51+	Own	Rent	White	Hispanic
Worsened	23%	15%	33%	26%	9%	25%	14%



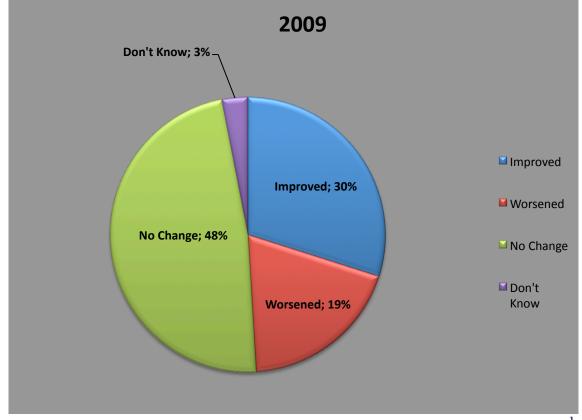


Question 8a:

In the past two years, has the overall condition and appearance of your neighborhood...



	2009_
Improved	30%
No Change	48%
Worsened	19%
Don't Know	3%





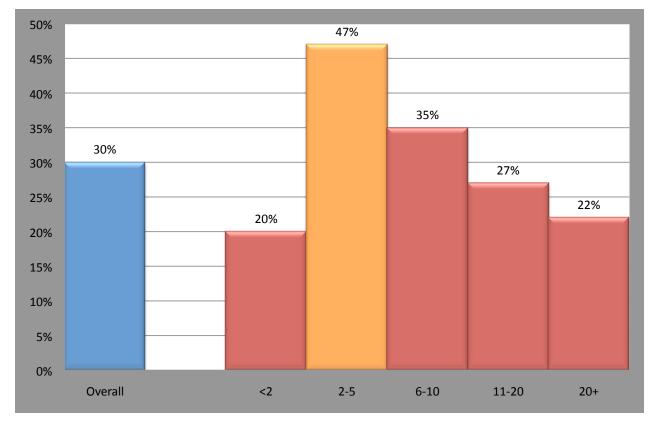
Question 8a:

h the past two years, has the overall condition and appearance of your neighborhood...



Length of Residence (Yrs)

2009	Overall	2-5	<2	6-10	11-20	20+
Improved	30%	47%	20%	35%	27%	22%



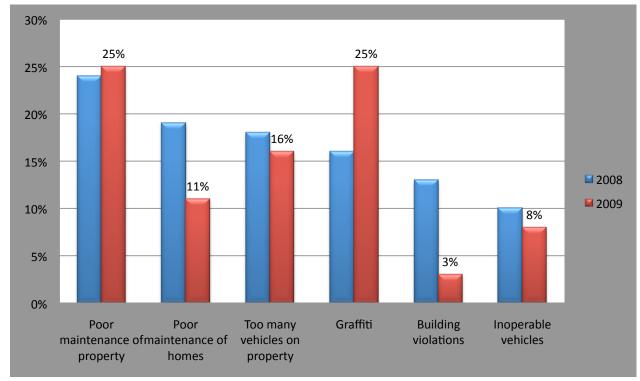


Question 9a:

Neighborhood s frequently have properties that violate city ordinances. Please rank the following violations from 1-3 in order of mportance: Which is first?



	2008	<u> 2009</u>
Poor maintenance of property	24%	25%
Poor maintenance of homes	19%	11%
Too many vehicles on property	18%	16%
Graffiti	16%	25%
Building violations	13%	3%
Inoperable vehicles	10%	8%
Graffiti Building violations	13%	3%



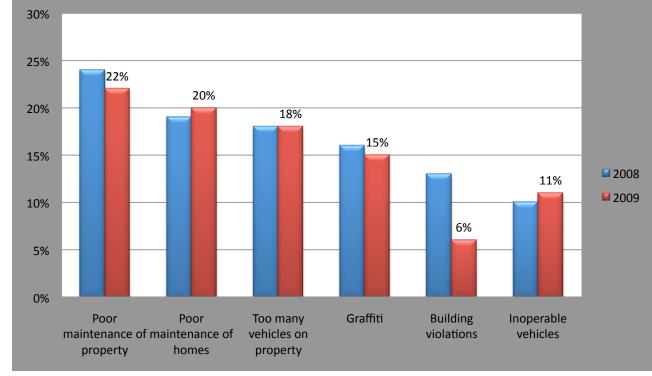


Question 9b:

Neighborhoods frequently have properties that violate city ordinances... Which is second?



	2008	2009
Poor maintenance of property	24%	22%
Poor maintenance of homes	19%	20%
Too many vehicles on property	18%	18%
Graffiti	16%	15%
Building violations	13%	6%
Inoperable vehicles	10%	11%



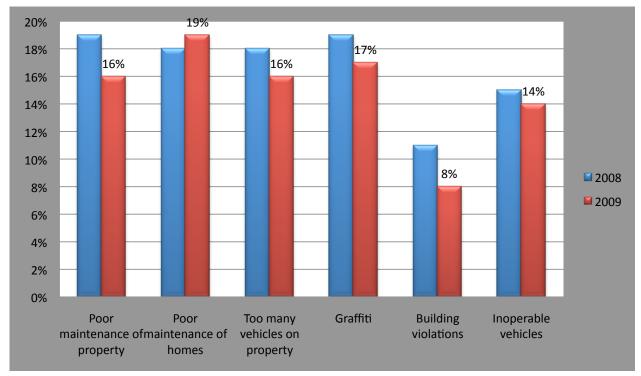


Question 9c:

Neighborhood s frequently have properties that violate city ordinances...
Which is third?



9
6
6
6
6
)
6





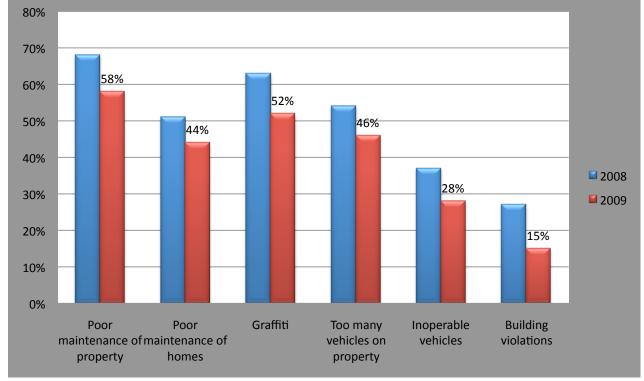
Question 9a-

c:

Neighborhoods frequently have properties that violate city ordinances... SUMMARY OF IMPORTANCE



	2008	2009
Poor maintenance of property	68%	58%
Poor maintenance of homes	51%	44%
Graffiti	63%	52%
Too many vehicles on property	54%	46%
Inoperable vehicles	37%	28%
Building violations	27%	15%



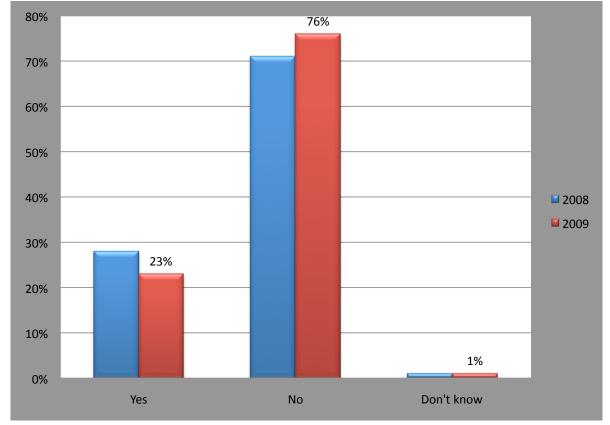


Question 10:

Have you ever called the City to report any of the previous problems?



	2008	2009
Yes	28%	23%
No	71%	76%
Don't know	1%	1%



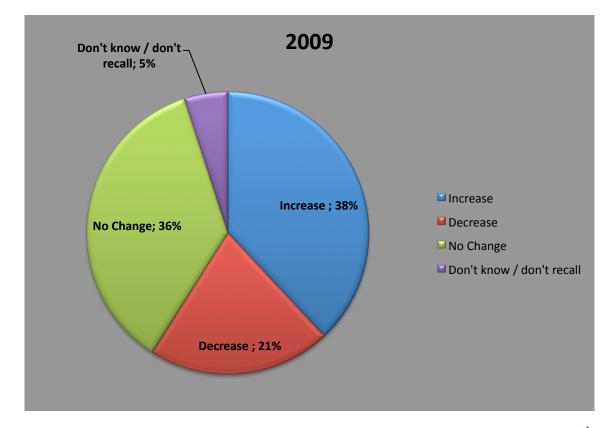


Question 11:

In the past year have you noticed a change in the amount of graffiti in West Valley City?



	2009
Increase	38%
Decrease	21%
No Change	36%
Don't know / don't recall	5%



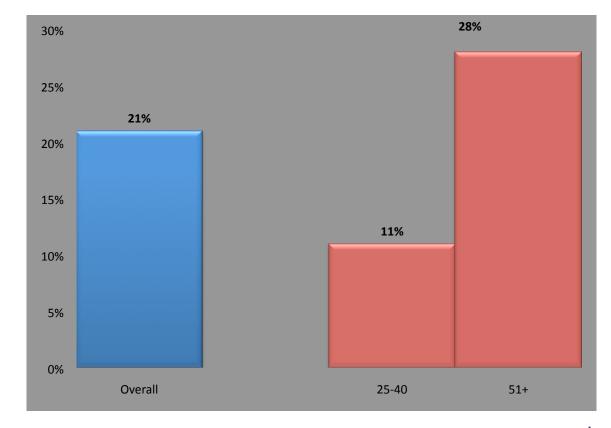


Question 11:

In the past year have you noticed a change in the amount of graffiti in West Valley City?



			A	ge	
	2009	Overall	25-40	51+	
Decrease		21%	11%	28%	



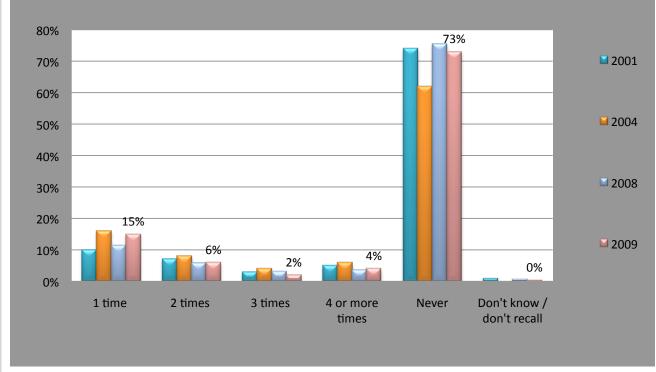


Question 12:

In the past five years, how many times have you called for animal services assistance?



	1990	1993	1996	1998	2001	2004	2008	2009
1 time	N/A	N/A	N/A	N/A	10%	16%	11%	15%
2 times					7%	8%	6%	6%
3 times					3%	4%	3%	2%
4 or more times					5%	6%	4%	4%
Never					74%	62%	75%	73%
Don't know / don't recall					1%	0%	1%	0%



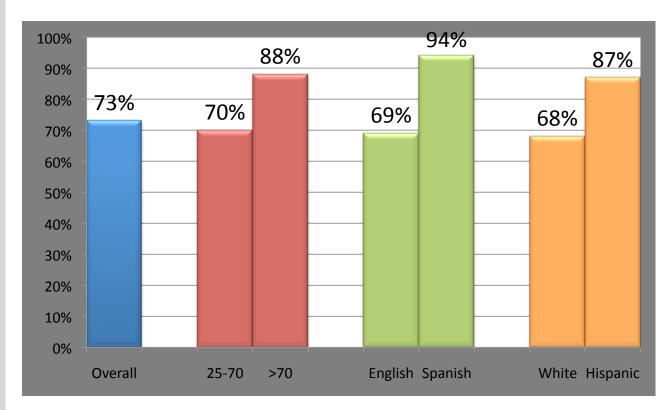


Question 12:

DISCOVERY
RESEARCH GROUP

In the past five years, how many times have you called for animal services assistance?

		Ag	ge	Lang	juage	Race/	Ethnicity	_
2009	Overall	25-70	>70	English	Spanish	White	Hispanic	_
Never	73%	70%	88%	69%	94%	68%	87%	



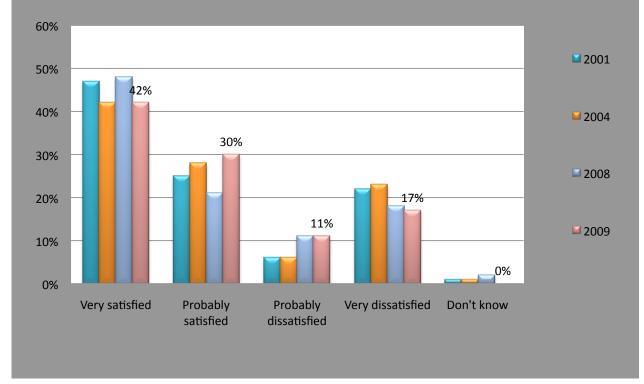


Question 13:

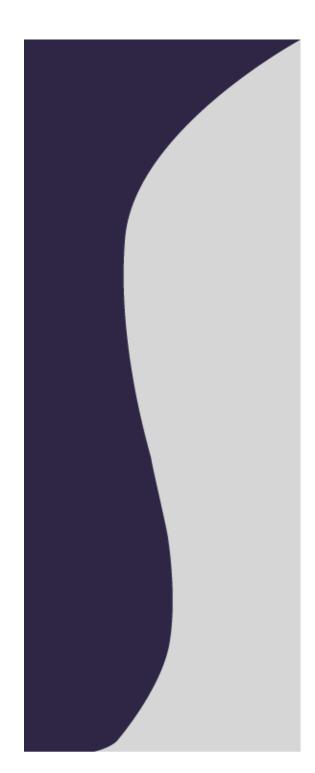
Were you generally satisfied or dissatisfied with the service(s) you received?



HAVE CALLED FOR ANIMAL SERVICES ASSISTANCE	1990	1993	1996	1998	2001 n=102	2004 n=151	2008 n=102	2009 n=146
Very satisfied	N/A	N/A	N/A	N/A	47%	42%	48%	42%
Probably satisfied					25%	28%	21%	30%
Probably dissatisfied					6%	6%	11%	11%
Very dissatisfied					22%	23%	18%	17%
Don't know					1%	1%	2%	0%









City Parks





Question 14:

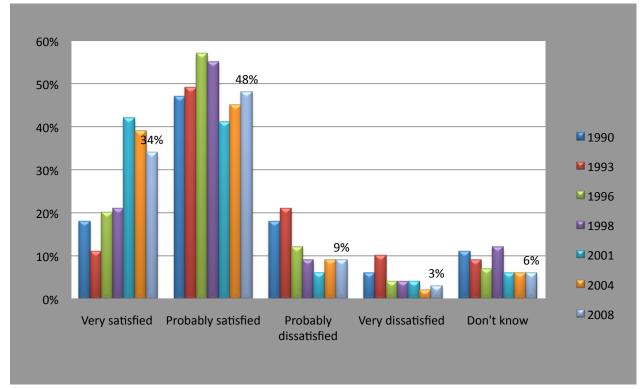
How satisfied are you with the recreational opportunities available in

West Valley

City?



	1990	1993	1996	1998	2001	2004	2008	2009
Very satisfied	18%	11%	20%	21%	42%	39%	40%	34%
Probably satisfied	47%	49%	57%	55%	41%	45%	43%	49%
Probably dissatisfied	18%	21%	12%	9%	6%	9%	10%	9%
Very dissatisfied	6%	10%	4%	4%	4%	2%	3%	3%
Don't know	11%	9%	7%	12%	6%	6%	5%	6%



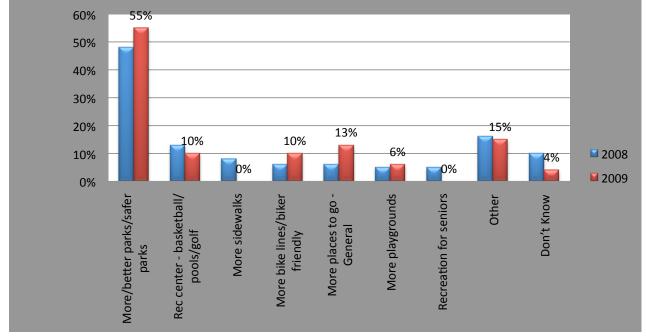


Question 15:

dissatisfied,
what
recreational
opportunitie
s are
lacking?



	2008	2009
SOMEWHAT/VERY DISSATISFIED WITH RECREATIONAL OPPORTUNITES	N=62	N=60
More/better parks/safer parks	48%	55%
Rec center - basketball/pools/golf	13%	10%
More sidewalks	8%	0%
More bike lines and trails/biker friendly	6%	10%
More places to go – General	6%	13%
More playgrounds	5%	6%
Recreation for seniors	5%	0%
Other	16%	15%
Don't Know	10%	4%



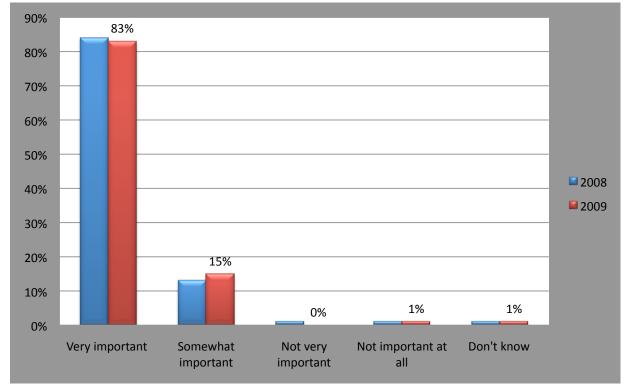


Question 16:

How important is it to have parks and open space well maintained?



	2008	2009
Very important	84%	83%
Somewhat important	13%	15%
Not very important	1%	0%
Not important at all	1%	1%
Don't know	1%	1%



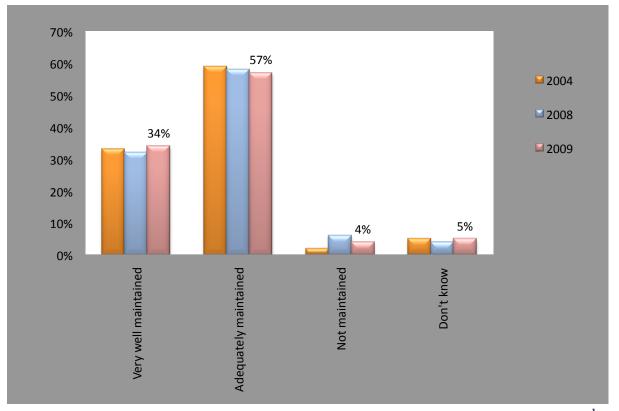


Question 17:

Overall,
how well
maintained
are the
parks in
West Valley
City?



	1990	1993	1996	1998	2001	2004	2008	2009
Very well maintained	N/A	N/A	N/A	N/A	N/A	33%	32%	34%
Adequately maintained						59%	58%	57%
Not maintained						2%	6%	4%
Don't know						5%	4%	5%



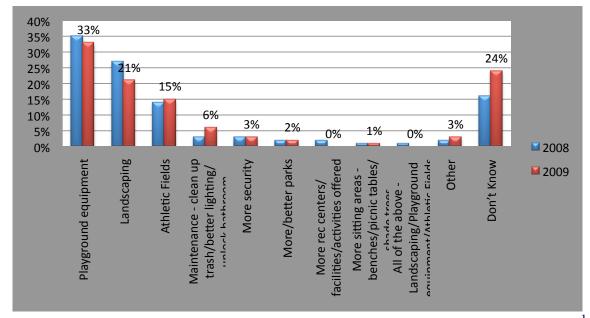


Question 18:

In what area can West Valley City parks be improved?



	2008	2009
Playground equipment	35%	33%
Landscaping	27%	21%
Athletic Fields	14%	15%
Maintenance - clean up trash/better lighting/unlock bathroom	3%	6%
More security	3%	3%
More/better parks	2%	2%
More rec centers/facilities/activities offered	2%	0%
More sitting areas - benches/picnic tables/shade trees	1%	1%
All of the above - Landscaping/Playground equipment/Athletic Fields	1%	0%
Other	2%	3%
Don't Know	16%	24%



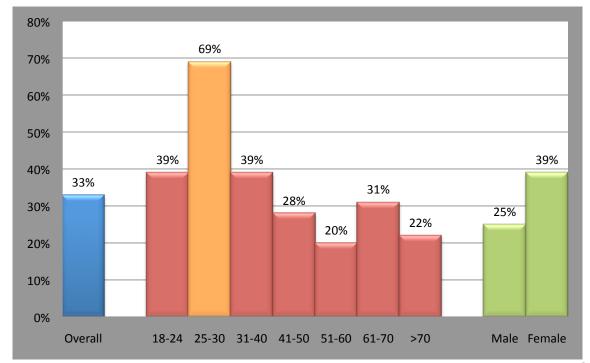


Question 18:

In what area can West Valley City parks be improved?



		Age						Gender			
		18-	25-3	31-	41-	51-	61-				
2009	Overall	24	0	40	50	60	70	>70	Male	Female	
Playground											
Equipment	33%	39%	69%	39%	28%	20%	31%	22%	25%	39%	





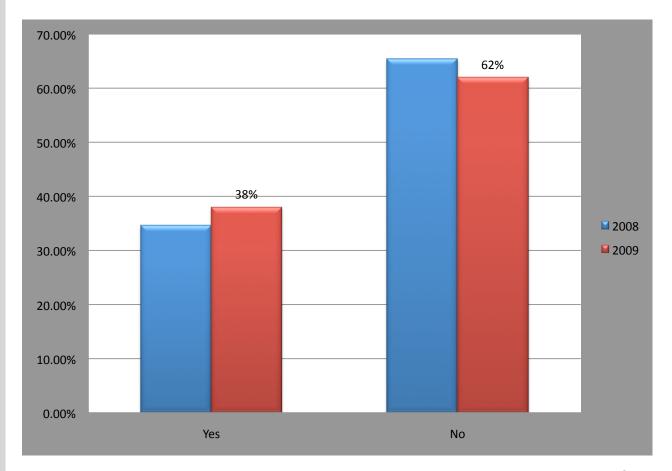
Question 19:

Have you ever been to the Utah Cultural Celebration Center for an event, art exhibit, or any other reason?



 Yes
 35%
 38%

 No
 65%
 62%



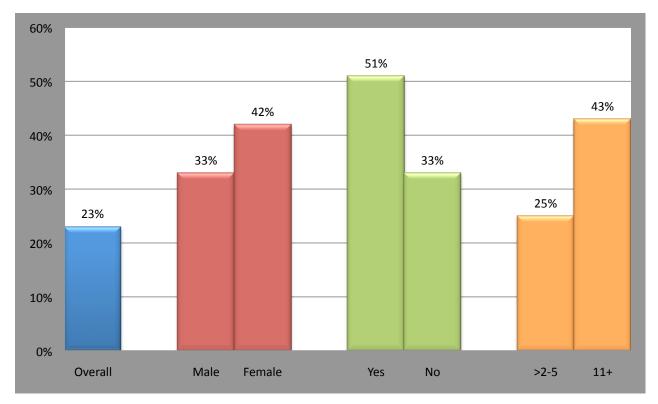


Question 19:

ever been
to the Utah
Cultural
Celebration
Center for
an event, art
exhibit, or
any other
reason?



		Called City w/						
		Gender		Pro	blem	Residence (Yrs		
2009	Overall	Male	Female	Yes	No	>2-5	11+	
Yes	23%	33%	42%	51%	33%	25%	43%	



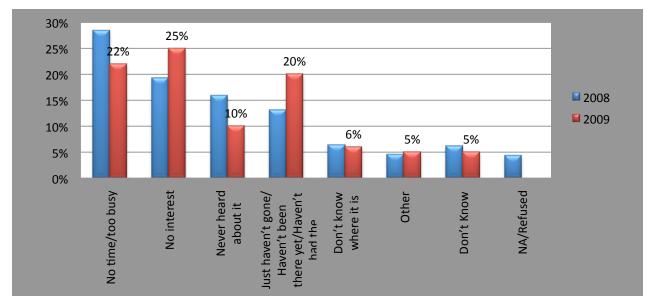


Question 19a:

Why not?

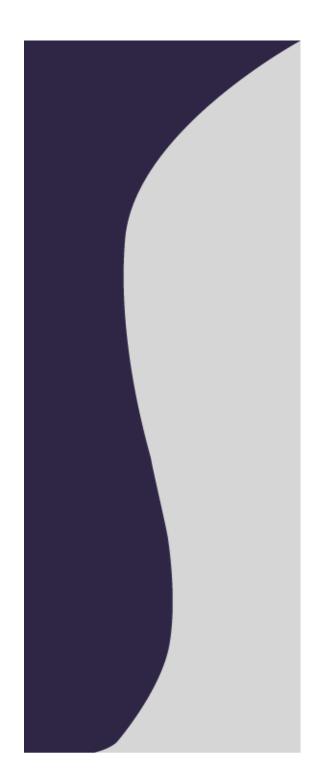


	2008	2009
HAVE NOT BEEN TO THE UTAH CULTURAL CELEBRATION CENTER	n=327	n=319
No time/too busy	28%	22%
No interest	19%	25%
Never heard about it	16%	10%
Just haven't gone/Haven't been there yet/Haven't had the opportunity/Doesn't		
go out anywhere	13%	20%
Don't know where it is	6%	6%
Other	5%	5%
Don't Know	6%	5%
NA/Refused*	4%	



*For 2009, 'Refused' was combined with 'Don't know.' Both response choices were not provided to the client as an option in both 2008 and 2009.







City Emergency Departments



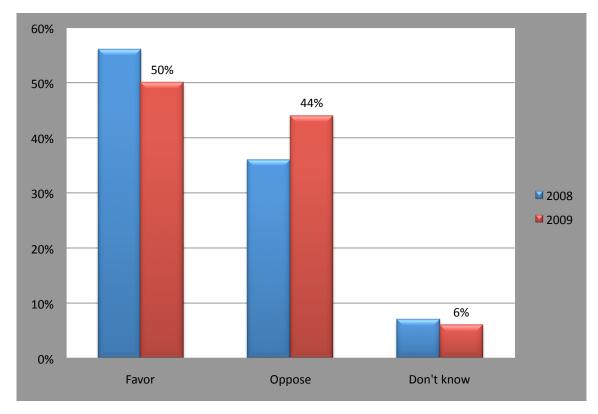


Question 20:

Would you favor or oppose a tax increase to provide funding for additional police officers in West Valley City?



	2008	2009
Favor	56%	50%
Oppose	36%	44%
Don't know	7%	6%



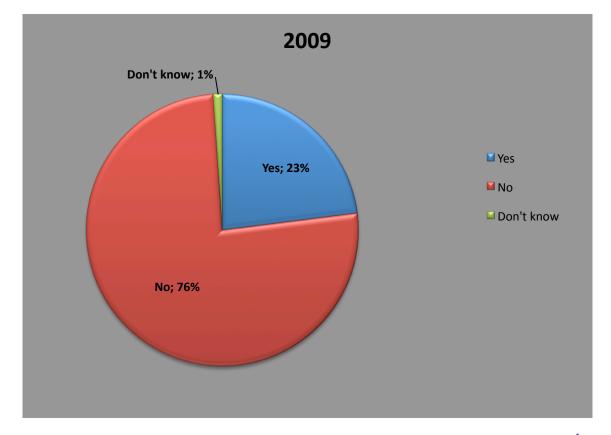


Question 21:

During the previous year, 2008, did you call the West Valley City Police to report a crime?



	2009
Yes	23%
No	76%
Don't know	1%



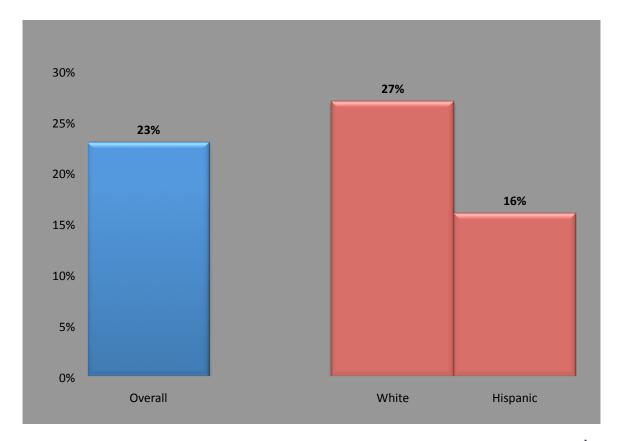


Question 21:

During the previous year, 2008, did you call the West Valley City Police to report a crime?



			Race/Ethnicity			
	2009	Overall	White	Hispanic		
Yes		23%	27%	16%		



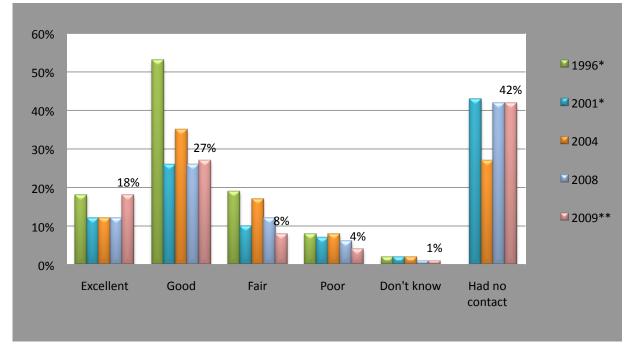


Question 22a:

During 2008, how would you rate the overall service provided to you and your household by the West Valley City Police?



	1990	1993*	1996*	1998	2001*	2004	2008	2009**
Excellent	N/A	N/A	18%	N/A	12%	12%	12%	18%
Good			53%		26%	35%	26%	27%
Fair			19%		10%	17%	12%	8%
Poor			8%		7%	8%	6%	4%
Don't know			2%		2%	2%	1%	1%
Had no contact					43%	27%	42%	42%



*1993, 1996 & 2001 the time evaluated was "past 3 months"

^{**2009} Question reworded – 2008 & 2004 wording: How would you rate the overall service provided to you and your household by the West Valley City Police over the last year?

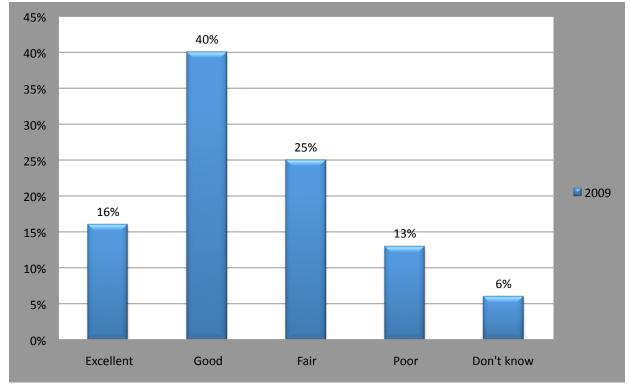


Question 22b:

In 2008,
the average
response
time for a
Priority 1 call
was 7
minutes and
14 seconds.
Do you
think
this is...



	2009_
Excellent	16%
Good	40%
Fair	25%
Poor	13%
Don't know	6%



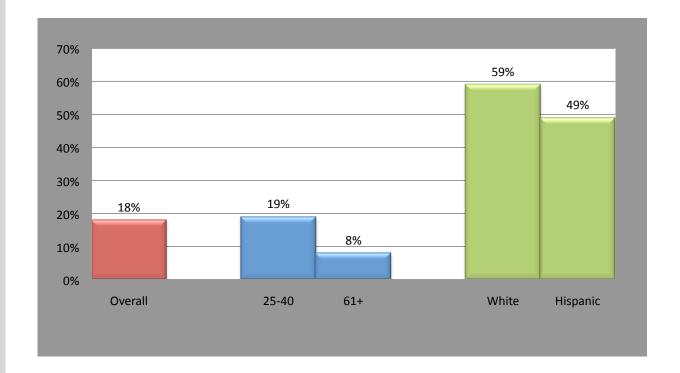


Question 22b:

In 2008,
the average
response
time for a
Priority 1
call was 7
minutes and
14 seconds.
Do you
think
this is...



		Ag	je	Race/Ethnicity		
2009	Overall	25-40	61+	White	Hispanic	
Positive	56%	47%	63%	59%	49%	

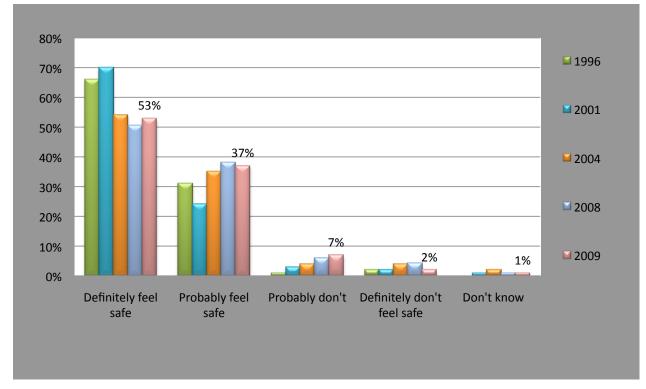




During the day, do you feel safe when you walk in your neighborhood or drive on city streets in West Yalley City?



	1990	1993	1996	1998	2001	2004	2008	2009
Definitely feel safe	N/A	N/A	66%	N/A	70%	54%	51%	53%
Probably feel safe			31%		24%	35%	38%	37%
Probably don't			1%		3%	4%	6%	7%
Definitely don't feel safe			2%		2%	4%	4%	2%
Don't know			0%		1%	2%	1%	1%



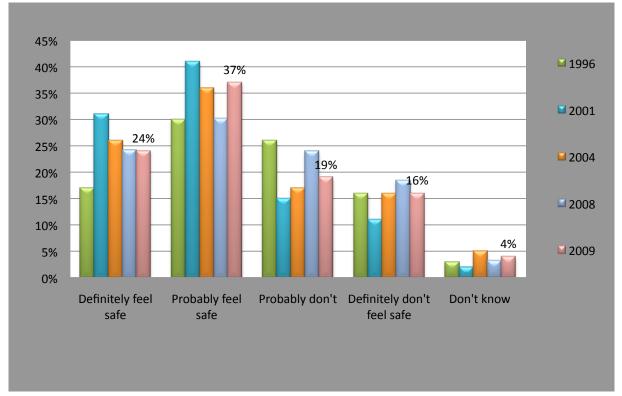


Question 24:

During the night, do you feel safe when you walk in your neighborhood or drive on city streets in West Yalley City?



	1990	1993	1996	1998	2001	2004	2008	2009
Definitely feel safe	N/A	N/A	17%	N/A	31%	26%	24%	24%
Probably feel safe			30%		41%	36%	30%	37%
Probably don't			26%		15%	17%	24%	19%
Definitely don't feel safe			16%		11%	16%	18%	16%
Don't know			3%		2%	5%	3%	4%





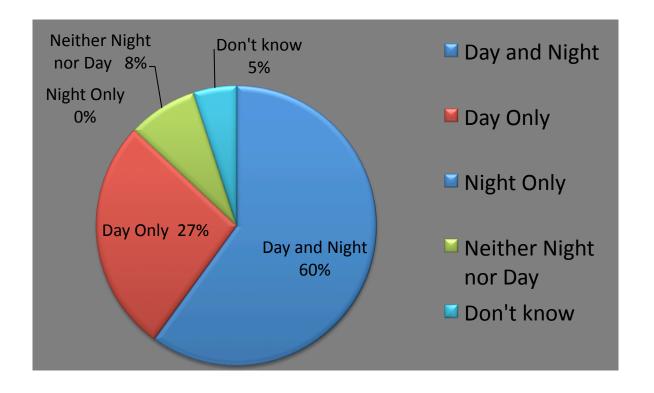
Question 24:

Do you feel safe when you walk in your neighborhood or drive on city streets in West Valley City?

Day & Night Summary



	2009
Day and Night	60%
Day Only	27%
Night Only	0%
Neither Night nor Day	8%
Don't know	5%





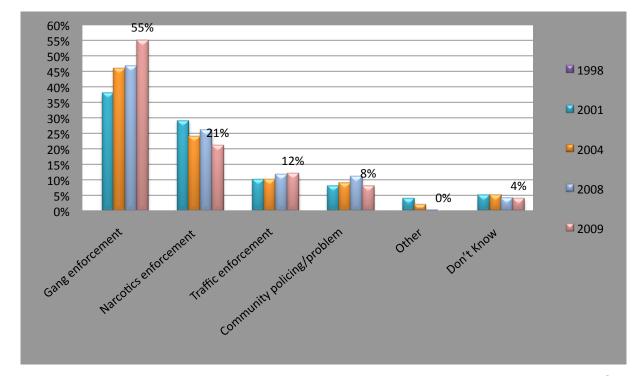
Question 25:

The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1-4 in order of importance:

1st Mention



	1990	1993	1996	1998	2001	2004	2008	2009
Gang enforcement	N/A	N/A	N/A	0%	38%	46%	47%	55%
Narcotics enforcement				0%	29%	24%	26%	21%
Traffic enforcement (speeding, red light violations, etc.) Community policing / problem				0%	10%	10%	12%	12%
solving				0%	8%	9%	11%	8%
Other				0%	4%	2%	0%	0%
Don't Know				0%	5%	5%	4%	4%



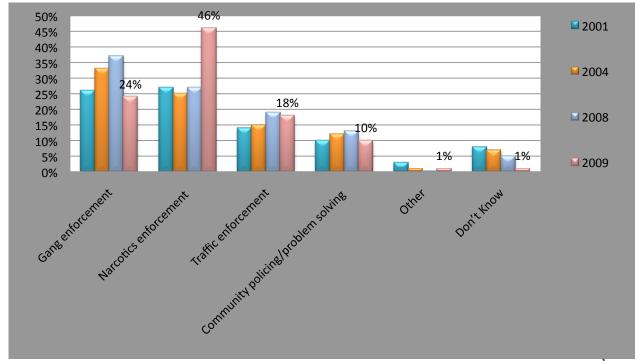


Question 26:

The West
Valley Police
Department
deals with a
variety of law
enforcement
issues....
Which is
2nd?



	1990	1993	1996	1998	2001	2004	2008	2009
Gang enforcement	N/A	N/A	N/A	N/A	26%	33%	37%	24%
Narcotics enforcement					27%	25%	27%	46%
Traffic enforcement (speeding, red light violations, etc.) Community policing / problem					14%	15%	19%	18%
solving					10%	12%	13%	10%
Other					3%	1%	0%	1%
Don't Know					8%	7%	5%	1%



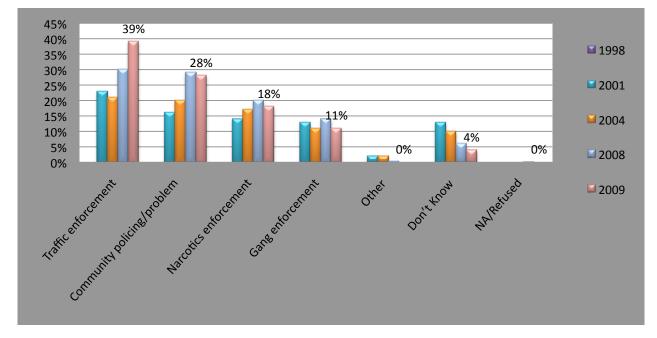


Question 27:

The West
Valley
Police
Department
deals with a
variety of
law
enforcement
issues...
Which is 3rd?



	1990	1993	1996	1998	2001	2004	2008	2009
Traffic enforcement (speeding, red								
light violations, etc.)	N/A	N/A	N/A	N/A	23%	21%	30%	39%
Community policing / problem								
solving					16%	20%	29%	28%
Narcotics enforcement					14%	17%	20%	18%
Gang enforcement					13%	11%	14%	11%
Other					2%	2%	0%	0%
Don't Know					13%	10%	6%	4%
NA/Refused							0%	0%

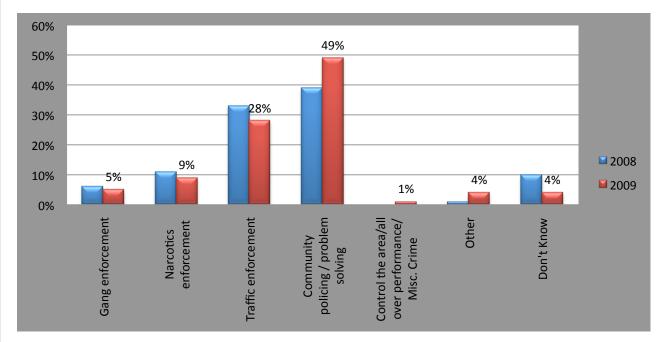




The West
Valley
Police
Department
deals with a
variety of
law
enforcement
issues...
Which is 4th?



	1990	1993	1996	1998	2001	2004	2008	2009
Gang enforcement	N/A	N/A	N/A	N/A	0%	0%	6%	5%
Narcotics enforcement					0%	0%	11%	9%
Traffic enforcement (speeding, red light violations, etc.)					0%	0%	33%	28%
Community policing / problem solving					0%	0%	39%	49%
Control the area/all over					22/	201	2 404	40/
performance/Misc. Crime					0%	0%	0.4%	1%
Other					0%	0%	1%	4%
Don't Know							10%	4%



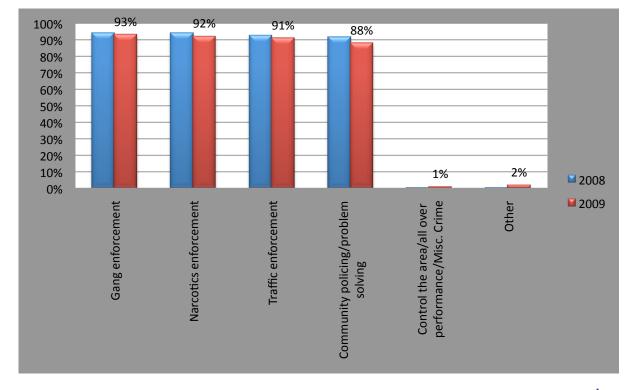


Question 29:

The West
Valley Police
Department
deals with a
variety of law
enforcement
issues...
Summary



	2008	2009
Gang enforcement	94%	93%
Narcotics enforcement	94%	92%
Traffic enforcement (speeding, red light violations, etc.)	93%	91%
Community policing/problem solving	92%	88%
Control the area/all over performance/Misc. Crime	0%	1%
Other	1%	2%

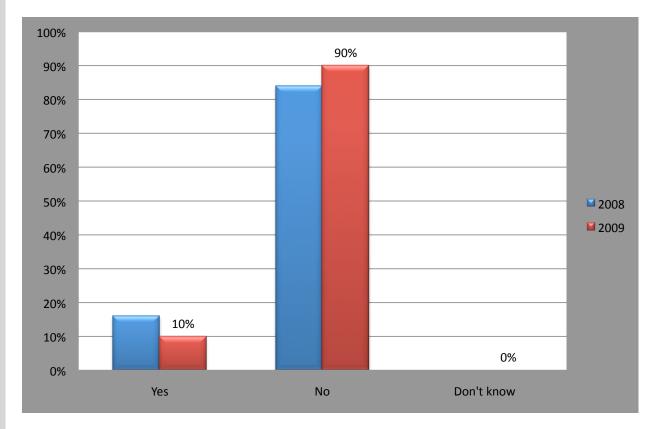




DISCOVERY
RESEARCH GROUP

Have you ever called 9-1-1 for a fire emergency h West Valley City?

	2008	2009
Yes	16%	10%
No	84%	90%
Don't know	0%	0%

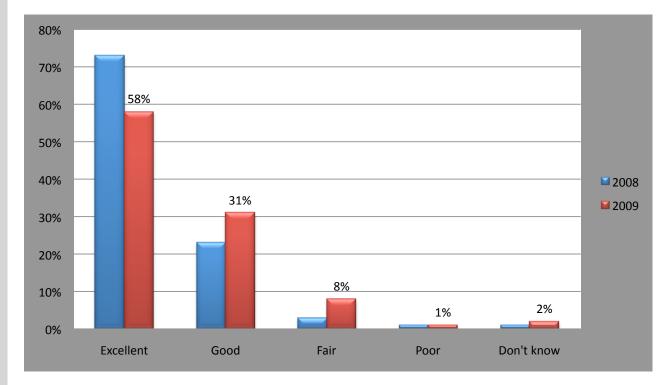




How would you rate the response time of the fire department



	HAVE CALLED 9-1-1 FOR FIRE EMERGENCY IN WEST VALLEY CITY	2008 N=80	2009 N=55
Excellent		73%	58%
Good		23%	31%
Fair		3%	8%
Poor		1%	1%
Don't know		1%	2%

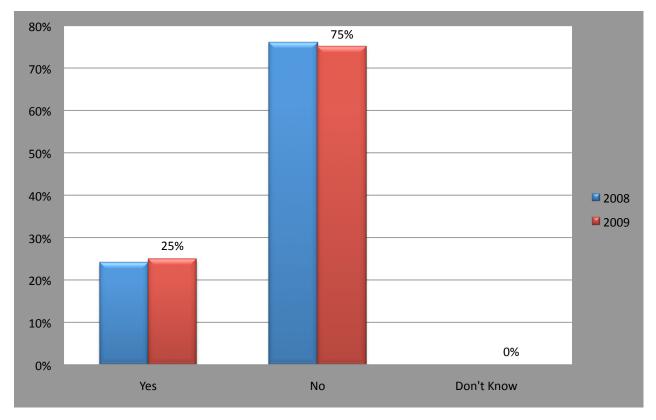




DISCOVERY
RESEARCH GROUP

Have you ever called 9-1-1 for an ambulance emergency in West Valley City?

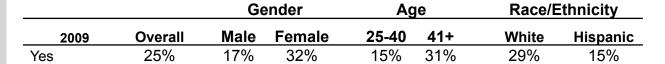


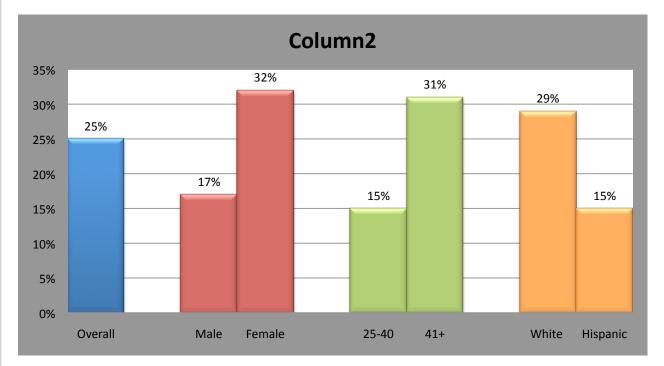




DISCOVERY
RESEARCH GROUP

Have you ever called
9-1-1 for an ambulance emergency in West Valley City?



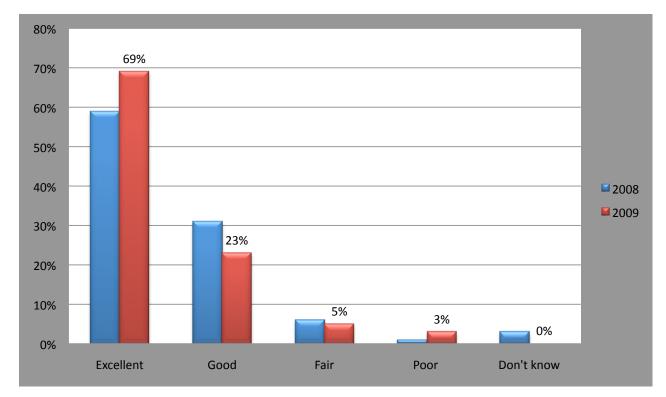




How would you rate the response time of the ambulance



	2008:	2009
HAVE CALLED 9-1-1 FOR AMBULANCE EMERGENCY IN WEST VALLEY CITY	N=116	N=144
Excellent	59%	69%
Good	31%	23%
Fair	6%	5%
Poor	1%	3%
Don't know	3%	0%

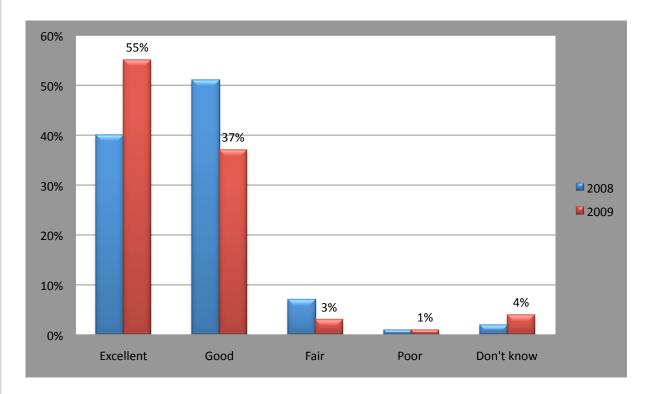




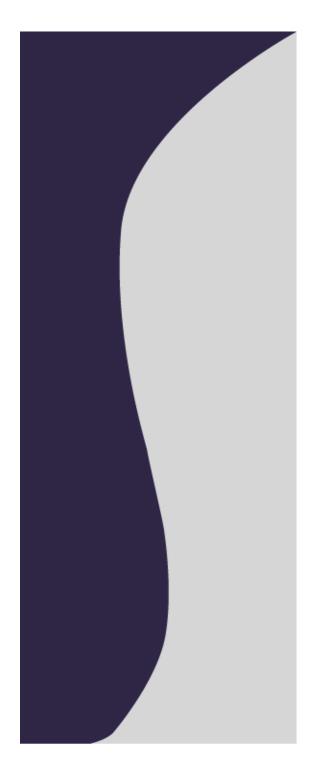
Overall,
how would
you rate the
City's
ambulance
service?



	2008	2009
HAVE CALLED 9-1-1 FOR AMBULANCE EMERGENCY IN WEST VALLEY CITY	N=116	N=144
Excellent	40%	55%
Good	51%	37%
Fair	7%	3%
Poor	1%	1%
Don't know	2%	4%









City Public Works



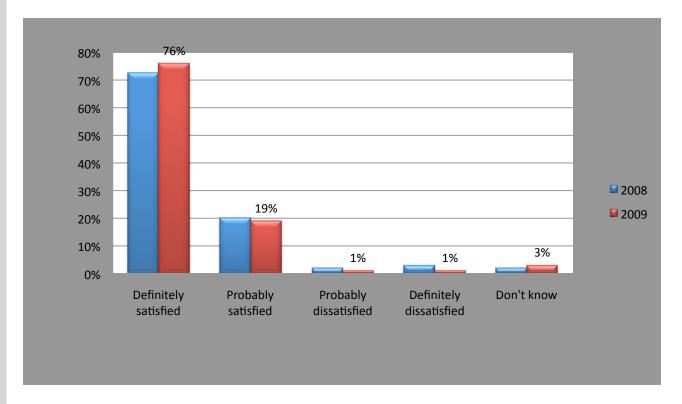


DISCOVERY

RESEARCH GROUP

Are you satisfied with the weekly garbage collection service you receive?

	2008	2009
Very satisfied	73%	76%
Probably satisfied	20%	19%
Probably dissatisfied	2%	1%
Very dissatisfied	3%	1%
Don't know	2%	3%

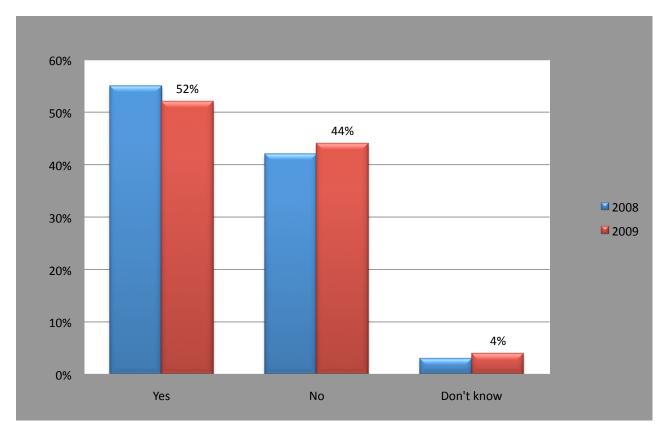




In the past year, have you used the City's bulky waste collection service?



	2008	<u> 2009</u>
Yes	55%	52%
No	42%	44%
Don't know	3%	4%

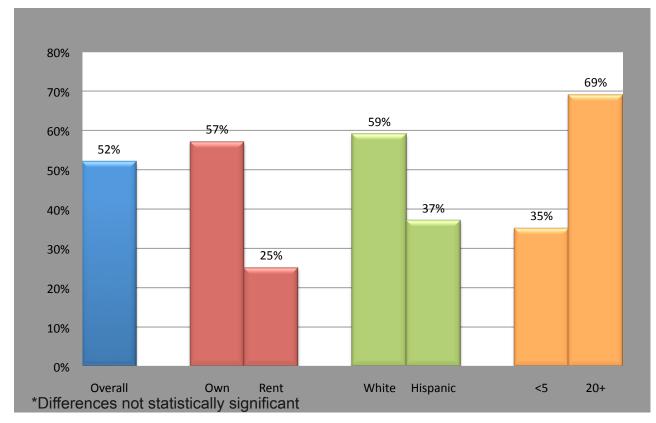




In the past year, have you used the City's bulky waste collection service?



		Housing Race/		Ethnicity	Resid	dence	
2009	Overall	Own	Rent	White	Hispanic	<5	20+
Bulk Waste	52%	57%	25%	59%	37%	35%	69%

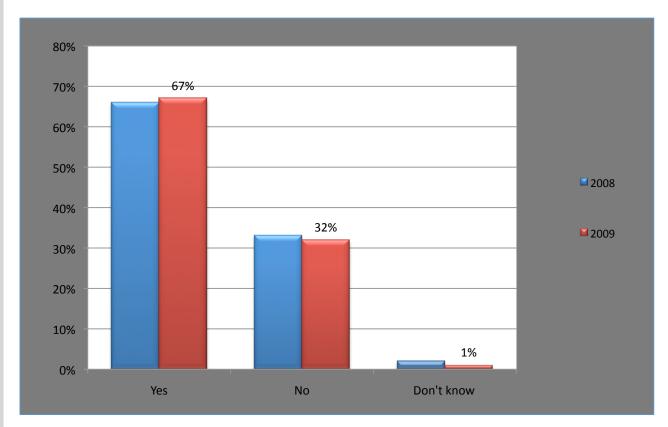




In the past year have you used the City's neighborhoo d dumpster service?



	2008	2009
Yes	66%	67%
No	33%	32%
Don't know	2%	1%

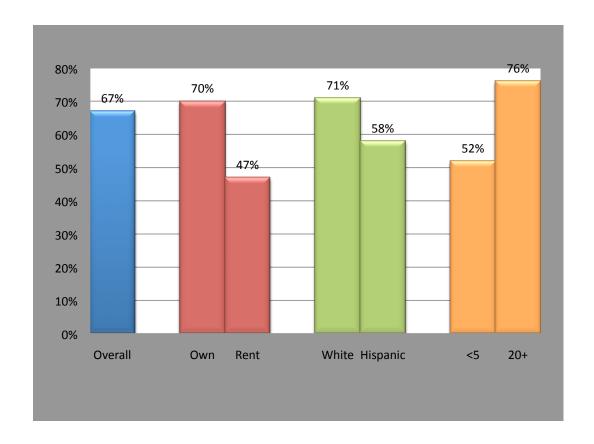




In the past year have you used the City's neighborhoo d dumpster service?



		Hou	sing	Race	Ethnicity	Residence		
2009	Overall	Own	Rent	White	Hispanic	<5	20+	
Dumpster	67%	70%	47%	71%	58%	52%	76%	

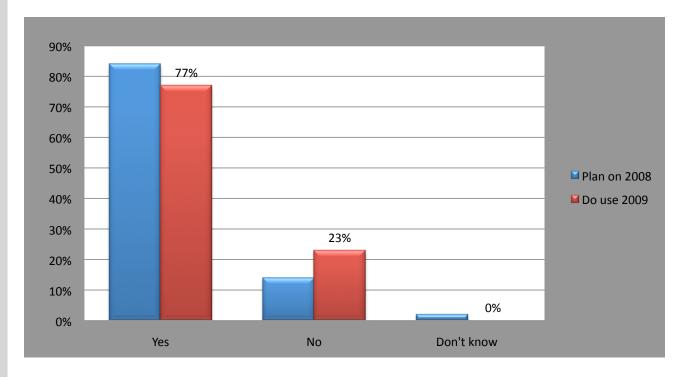




In the past year have you used the City's curbside recycling service?*



	Plan on 2008	Do use 2009
Yes	84%	77%
No	14%	23%
Don't know	2%	0%



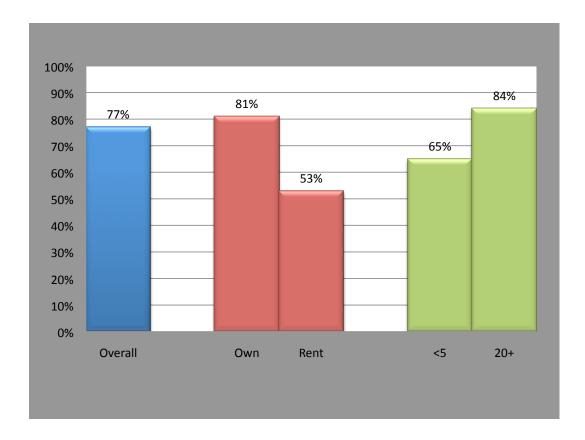
*2008 wording asked "Do you plan on using the City's new curbside recycling service?



In the past year have you used the City's curbside recycling service?



		Hou	sing	Resid	Residence			
2009	Overall	Own	Rent	<5	20+			
Recycling	77%	81%	53%	65%	84%			

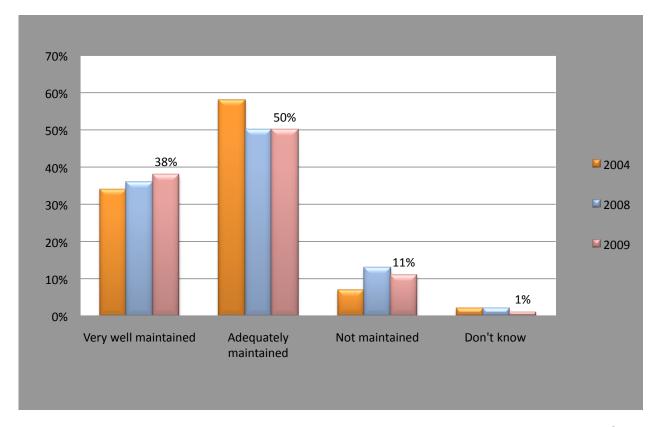




How well maintained are the streets in your neighborhood



	1990	1993	1996	1998	2001	2004	2008	2009
Very well maintained	N/A	N/A	N/A	N/A	N/A	34%	36%	38%
Adequately maintained						58%	50%	50%
Not maintained						7%	13%	11%
Don't know						2%	2%	1%



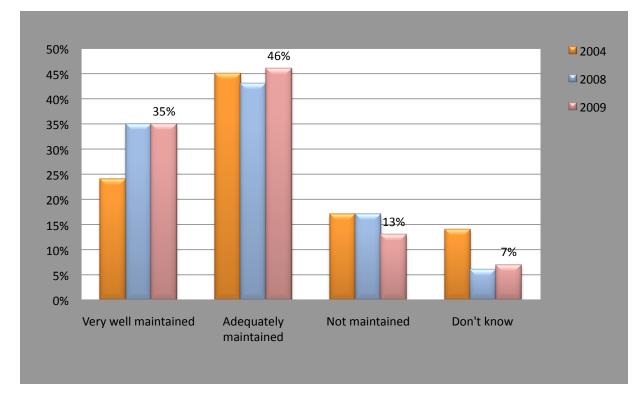


Question 40:

How well maintained are the sidewalks in your neighborhoo d?



	1990	1993	1996	1998	2001	2004	2008	2009
Very well maintained	N/A	N/A	N/A	N/A	N/A	24%	35%	35%
Adequately maintained						45%	43%	46%
Not maintained						17%	17%	13%
Don't know						14%	6%	7%



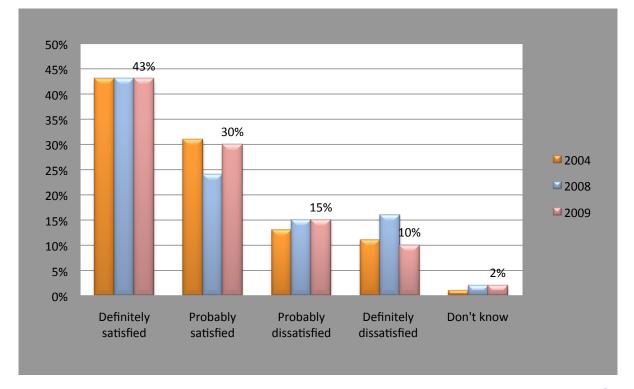


Question 41:

Do you feel the street lights in your neighborhoo d provide adequate lighting?



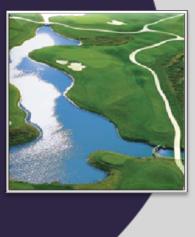
	1990	1993	1996	1998	2001	2004	2008	2009
Very satisfied	N/A	N/A	N/A	N/A	N/A	43%	43%	43%
Probably satisfied						31%	24%	30%
Probably dissatisfied						13%	15%	15%
Very dissatisfied						11%	16%	10%
Don't know						1%	2%	2%











DISCOVERY

RESEARCH GROUP

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